

UX DESIGN FOUNDATIONS

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CONTRIBUTORS CATALOGUE

Parsons faculty, together with Creative Bloq and design experts from across the industry, explore the critical stages of the UX journey with lessons covering a range of topics from usability research methods, design concepting, and wireframing, to the latest technologies shaping the future of modern user interface design.

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DAPHNE LIN

SENIOR PRODUCT DESIGNER, SPOTIFY

Daphne's background is in engineering and front-end development but has continued education in research, interaction design and leadership. She has worked as a design consultant from small startups to Fortune 500 enterprise companies. Daphne has a passion for human-centred design, involving people who we're building products for at the centre of every big decision. Daphne's aim is to find design solutions to problems using lean UX to measure and deliver on desired outcomes.

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ABIGAIL POSNER DIRECTOR OF THE BRAND UNIT, GOOGLE

Abigail currently works at Google but has a varied background that incorporates anthropology and advertising. In her current role, Abigail aims to help advertisers and marketers make sense of human beings' emotional relationship to the digital space and take a more strategic and creative approach. By shining a humanistic lens on culture, business, and technology, she brings a fresh perspective to corporate culture, product development, branding and marketing. While at Google, she has also launched an industry-first thought leadership series on human beings' emotional relationships with the digital space: Humanising Digital.

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AGNES PYRCHLA PRODUCT MANAGER, PLANET

Agnes works out what to build and why it matters. Her work is rooted in creating a thoughtful experience. Currently working at Planet Labs as a product manager, her team is making satellite imagery accessible and understandable to all types of audiences by distilling the complexity of the geospatial field to create simple, elegant web tools. Agnes has worked for both start-ups and Fortune 500 companies and has had her work featured in MIT Tech Review, Business Insider, UX Collective and Parsons Design School.

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DANIEL HOLTZMAN CREATIVE DIRECTOR, FROG DESIGN

Daniel is an interactive Creative Director. He's worked across multiple industries and applications for more than 10 years, always with a focus on user centred design. Working at frog as the creative director, a leading global creative consultancy which challenges the status quo to craft and build transformative human experiences.

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JACQUELYN IYAMAH

INCLUSIVE CONTENT DESIGNER, UBER

Jacquelyn has an M.S. in Interaction Design from the University of Baltimore and a B.A. in Social Welfare from UC Berkeley. She leverages the theory from her Social Welfare degree and praxis from her Design degree to reimagine the ways in which societal healing can take place. Jacquelyn founded Black UX Collective, a platform that highlights the importance of Black designers in tech, and Making the Body a Home, which helps people unpack racial conditioning. Today, she works for Uber as an inclusive content designer.

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AMIR BARADARAN TECHNOLOGIST; RESEARCHER; FOUNDER OF ABXR STUDIO

Amir Baradaran is the founder and CEO of ABXR Studio, a leading edge platform to democratise XR creation for Web 3.0. He is also an artist, technologist, entrepreneur, and scholar who specialises in artificial intelligence (AI) and augmented reality (AR) who was a researcher and leading lecturer in Spatial Computing at Columbia University, where ABXR was born.

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JOHN BRICKER CREATIVE DIRECTOR & PRINCIPAL, GENSLER

John founded Gensler's Retail and Branding studios. His thought leadership and focus on the design experience lends an elevated perspective to the firm's process and creativity as a whole and he has been instrumental in developing the Gensler brand into one of the most recognizable names in the design industry. He was named one of the Retail Design Luminaries of 2012 by design:retail and has been featured in The New York Times, Fast Company, Financial Times and The Business of Fashion for his industry-leading perspectives.

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NENA SALOBIR CREATIVE DIRECTOR AND CO-FOUNDER OF ORBITS

Nena is an award-winning Graphic Designer and Art Director who has specialised in branding for startups for over a decade. As a true creative - experienced in front end web design, illustration, and strategic marketing consulting - she offers a uniquely holistic creative view. Now the Creative Director and Co-founder of Orbits, the unique virtual event platform creating rendered virtual venues that are intuitive and enjoyable, she helped develop the platform successfully during the pandemic to host events for Microsoft, Google, ASUS and UN Women in its first year of inception.

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PRAKARN NISARAT SENIOR INTERACTION DESIGNER AT GOOGLE

A pivotal moment in Prak's career was when he moved to Seattle and worked at the Office of Head Starts designing tools to help millions of families — especially children with autism and down syndrome. He realised the power of design and began exploring ways technologies and design can improve people's lives. Since that day, he's been incorporating design visions with new technologies such as augmented reality, smart devices, and voice interfaces. In the past years, he helped fortune 100 companies and universities such as Google, Meta, Microsoft, lululemon, Novo Nordisk, University of Washington, and Stanford launch multiple cutting-edge products. Today he can be found working on Google Assistant experience.

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TRINE FALBE ETHICAL DESIGN AND UX SPECIALIST

Trine Falbe has worked with user experience design for 20 years and is dedicated to ethical design and innovation. She works as an independent ethical design advisor, consultant and trainer, alongside building digital products as an entrepreneur. She has done digital customer and user experience in news, for kids, and in various e-commerce. Trine has been an UX educator for a decade, has written two books on the subject and is often called upon to speak at international conferences.

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